

Claims

1. Information collection system for acquiring information from a network comprising pointer sending means for sending the pointer to information to be acquired from a network
5 based on a request, a portable terminal having access means to a network, characterized in that said portable terminal acquires information from information provision means by using the pointer obtained after making a request of the pointer sending means.

2. Information collection system according to claim
10 1, characterized in that said portable terminal has access means to a network and acquires information from the information provider via a network.

3. Information collection system according to claim
15 2, characterized in that said pointer sending means is affixed to an advertisement medium and that said portable terminal uses said pointer obtained from said pointer sending means to acquire advertisement information from an advertisement server.

4. Information collection system according to claim
20 3, characterized in that said advertisement medium is a printed advertisement medium.

5. Information collection system according to any one of the claims 1 through 3, characterized in that said advertisement medium displays a varying advertisement and that said pointer sending means sends a pointer corresponding to the
25 contents of the varying advertisement based on a request.

6. Information collection system according to any one of the claims 1 through 3, characterized in that information indicating the access status of said portable terminal to said pointer sending means information indicating the status assumed
5 when said portable terminal accessed said pointer sending means, and information provided by said portable terminal that accessed said pointer sending means is stored as history information.

7. Information collection system according to claim 6, characterized in that said history information is saved by
10 said pointer sending means.

8. Information collection system according to claim 6, characterized in that said history information is saved in elsewhere than said pointer sending means.

9. Information collection system according to claim
15 6, characterized in that the pointer sending count of said pointer sending means is saved as said history information.

10. Information collection system according to claim 6, characterized in that said portable terminal sends personal information when accessing said pointer sending means and that
20 said personal information is saved as said history information.

11. Information collection system according to claim 6, characterized in that the time information obtained when said portable terminal has accessed is saved as said history information.

25 12. Information collection system according to claim

6, characterized in that the day of week or day of month information obtained when said portable terminal has accessed is saved as said history information.

13. Information collection system according to claim
5 6, characterized in that the temperature of humidity information obtained when said portable terminal has accessed is saved as said history information.

14. Information collection system according to claim
6, characterized in that the weather information obtained when
10 said portable terminal has accessed is saved as said history information.

15. Information collection system according to claim
6, characterized in that the congestion information obtained
when said portable terminal has accessed is saved as said history
15 information.

16. Information collection system according to claim
9, characterized in that the transmission count of the pointer
of said pointer sending means affixed to each of a plurality
of advertisements that constitute a group, or transmission count
20 per said group obtained by totaling said transmission count is saved as the transmission count of said pointer.

17. Information collection system according to claim
16, characterized in that a plurality of advertisement media
posted in a train constitute said group per train.

25 18. Information collection system according to any one

of the claims 6 through 17, characterized in that said information collection system comprises history information collection means for collecting said saved history information.

19. Information collection system according to claim
5 18, characterized in that said history information collected by said history information collection means is transferred to an advertisement server.

20. Information collection system according to claim
10 18 or 19, characterized in that the advertising results of an advertisement medium are evaluated based on the transmission count of said pointer to the history information collected by said history information collection means.

21. Information collection system according to claim
15 20, characterized in that an advertisement installer requests an advertisement posting rate based on the transmission count of said pointer from an advertising agency or an advertiser.

22. Information collection system according to claim
20 20, characterized in that an advertising agency requests an advertisement planning rate based on the transmission count of said pointer from an advertiser.

23. Information collection system according to claim
25 20, characterized in that an advertisement location provider requests an advertisement location provision rate based on the transmission count of said pointer from an advertisement installer or an advertiser.

24. Information collection system according to claim 18 or 19, characterized in that said information collection system comprises encryption means for encrypting said saved history information and that said history information collection means collects the encrypted history information.

25. Information collection system according to claim 24, characterized in that said encryption means uses an encryption key given by said history information collection means to encrypt history information and that said history information collection means gives said encryption key to said encryption means when collecting said history information.

26. Information collection system according to any one of the claims 3 through 15, characterized in that said pointer sending means sends said pointer and the location information on the advertisement medium to said portable terminal, that said portable terminal sends said pointer and said location information to said advertisement server, and that said advertisement server saves the access count per advertisement medium discriminated with said location information as the history information of said advertisement medium.

27. Information collection system according to claim 26, characterized in that the advertising results of an advertisement medium are evaluated based on the access count of said history information saved by said advertisement server.

28. Information collection system according to claim

26, characterized in that said pointer sending means sends saved history information together with said pointer and the location information on the advertisement medium to said portable terminal, that said portable terminal sends said history information
5 together with said pointer and said location information to said advertisement server, and that said advertisement server saves said history information together with the access count per advertisement medium.

29. Information collection system according to claim
10 1, characterized in that said portable terminal transfers said pointer obtained from said pointer sending means to a television set, and that said television set uses said pointer to acquire information from an information provider via a network.

30. Information collection system according to any of
15 the claims 1 through 29, characterized in that said pointer sending means is a non-contact IC card.

31. Information collection system according to claim
30, characterized in that setting information other than said pointer is also recorded on said non-contact IC card and that
20 said setting information is sent together with said pointer.

32. Information collection system according to claim
31, characterized in that said setting information is article name information.

33. Information collection system according to claim
25 31, characterized in that said setting information is information

on the advertisement posting location.

34. Information collection system according to any of the claims 31 through 33, characterized in that portable terminal comprises display means for listing said setting information
5 obtained from said plurality of non-contact IC cards within a predetermined period and a selection means for selecting either information from said listed setting information, in order to acquire information from a network by using a pointer obtained together with the selected setting information.

10 35. Information collection system according to any of the claims 30 through 33, characterized in that said non-contact IC card is affixed to a printed advertisement medium and that a pointer specifying the seller or reservation desk of an article displayed on said advertisement medium is recorded on said
15 non-contact IC card.

36. Information collection system according to claim 30 or 31, characterized in that said non-contact IC card is affixed to a magazine advertisement in a train and that a pointer specifying the information provider of the story information
20 carried in said magazine is recorded on said non-contact IC card.

37. Information collection system according to claim 30 or 31, characterized in that said non-contact IC card is affixed to a magazine and that a pointer specifying the information provider of the story information carried in said magazine is
25 recorded on said non-contact IC card.

38. Information collection system according to any of the claims 30 through 32, characterized in that said non-contact IC card is affixed to a magazine and that a pointer specifying the advertisement server of the advertisement carried in said magazine is recorded on said non-contact IC card.

39. Information collection system according to any of the claims 30 through 32, characterized in that said non-contact IC card is affixed to a product and that a pointer specifying the service center for said product is recorded on said non-contact IC card.

40. Information collection system according to claim 39, characterized in that data representing the model of the product is also recorded as setting information on said non-contact IC card.

41. Information collection system according to claim 30, characterized in that said information collection system comprises non-contact power feed means for supplying a power feed radio wave to said non-contact IC card and that said non-contact IC card is always activated by power feeding from said non-contact power feed means.

42. Information collection system according to claim 30, characterized in that said portable terminal supplies a power feed radio wave to said non-contact IC card when accessing said non-contact IC card and that said non-contact IC card is activated only when said radio wave is supplied from said portable terminal.

43. An article where a non-contact IC card is affixed that records a pointer specifying the information acquisition destination of the information acquired from a network.

44. A printed advertisement according to claim 43,
5 characterized in that a pointer specifying an advertisement server is recorded on said non-contact IC card.

45. A printed advertisement according to claim 43,
characterized in that a pointer specifying the seller or reservation desk of an advertised article is recorded on said
10 non-contact IC card.

46. A printed advertisement according to claim 43,
characterized in that a pointer specifying the information provider of story information carried in a magazine of the advertised article is recorded on said non-contact IC card.

47. A magazine according to claim 43, characterized in
15 that a pointer specifying the information provider of the carried story information is recorded on said non-contact IC card.

48. A magazine according to claim 43, characterized in
that a pointer specifying the advertisement server for the
20 carried advertisement is recorded on said non-contact IC card.

49. A product according to claim 43, characterized in
that a pointer specifying a service center and the model are recorded on said non-contact IC card.

50. A portable terminal according to any one of the
25 claims 1 through 42.